



● ● ● | **Guerrilla Marketing
for Literacy**



An Infopeople Webcast


with
**Jose L. Cruz &
Valerie Reinke**
As your drill sergeants
2006



● ● ● | **OUTLINE**

- I. **What is Guerrilla Marketing?**
- II. **Focus on the Personal**
- III. **Focus on the Library**
- IV. **Focus on the Community**
- V. **Focus on Adult Learner Recruitment**
- VI. **Volunteers & Other Ambassadors**

● ● ● | **Welcome to Boot Camp!...**
What is Guerrilla Marketing?



● ● ● | **What is Guerrilla Marketing?**

Unconventional marketing intended to get maximum results from minimal resources...



● ● ● | **What is Guerrilla Marketing?**

- Small (non-existent?) budget
- Responsive
- Multi-pronged
- Relationship-based
- Opportunistic

● ● ● | **Focus on the Personal:**
Saying Who You Are



● ● ● | **The Reality**

People are already overwhelmed by their workloads

● ● ● | **Old Challenges**

- **relationship building**
- **communication/education**
- **resource issues**
- **incentives and mutual benefits**

● ● ● | **Knowing Who You Are**

Can you recite your organization's Mission Statement without looking at it?



The Little Things Can Be Big Things

Image Counts

The perception is the reality

You only get one shot at making a good first impression



What Do You Want?

The \$200,000 Question



It's Who You Know!

Your Social Network

&

Inner Circles



Relationships

**People Contribute to People
...Not to Causes**



Opening the Big Doors

Who's your Champion?



Some People!

"I don't believe in philanthropy.

What's in it for me?"



A Key to Successful Partnerships

Frequent Communications



Words of Wisdom

“Make friends before you need them.”
-Lyndon B. Johnson



The Elevator Speech

Be able to tell what you do in 20 words or less..
I mean...200 words!



Elevator Speech Pointers

by Katharine Hansen

- Avoid a speech that will leave the listener asking "So what?"
- Include a compelling "hook," an intriguing aspect that will prompt the listener to ask questions, and keep the conversation going
- Be warm, friendly, confident, and enthusiastic



More Pointers

- Remember your competitive advantage or what your agency does better than others
- Finish with an action request, such as asking for a business card or interview



Focus on the Library: *Internal Marketing*





Dress Your Library Staff in Fatigues...

TOP 10 SIGNS THAT
YOUR LIBRARY IS
DOING ALL IT CAN TO
PROMOTE LITERACY
SERVICES...



Dress Your Library Staff in Fatigues...

10: Library staff know
when and how to discreetly
refer patrons to literacy
services.



Dress Your Library Staff in Fatigues...

9: The library website has
clear and easily-accessible
information about literacy
services.



Dress Your Library Staff in Fatigues...

8: When patrons call the library and get an automated message, one of their options is to “press 4 for literacy services.”



Dress Your Library Staff in Fatigues...

7: The library brochure lists “literacy services” as part of its offerings and equal space is devoted to its description as other library services.



Dress Your Library Staff in Fatigues...

6: Literacy services are clearly identified on library maps and with literacy-specific signage.



Dress Your Library Director in Khaki...

5: When the Library Director speaks in the community about what the library has to offer, s/he cites literacy services as a stellar example of what the library does for the community.



Dress Your Library Staff in Fatigues...

4: You work closely with your internal P.R. person to keep the media informed of literacy happenings.



Dress Your Library Staff in Fatigues...

3: You work closely with your city/county/library Volunteer Coordinator and s/he represents your volunteer needs. Volunteer orientations cover the options available in Literacy Services.



Dress Your Library Staff in Fatigues...

2: Children’s Services staff finish each storytime with, “If you would like to improve your reading so you can better read aloud to the children in your life, please stop by our literacy office...”



Decorate Your Library with Camouflage...

1: There are plenty of places in the library and at branch libraries to display your promotional materials.



Focus on the Community:
External Marketing



● ● ● | **Creating Even More Advocates**

One idea each for engaging...

- The local newspaper
- The supermarket
- A service club
- Your next door neighbor

● ● ● | **Guerrilla Marketing Tips**

- Get contact information from media outlets
- Invite a supporter to your office for coffee or to discuss new ideas
- Recognize a donor, sponsor, or media person
- Post new information on your website

● ● ● | **More Guerrilla Marketing**

- Hand write a thank-you note to a supporter
- Write articles for publication
- Write a press release
- Call a newspaper and ask who the feature editor is for the work you do



Even More Guerrilla Marketing

- Plan your networking calendar for the week
- Call to follow up with networking contacts
- Create a survey
- Everyone loves freebies!

Al Lautenslager is the "Guerrilla Marketing" coach at Entrepreneur.com and is an award-winning marketing and PR consultant and direct-mail promotion specialist.



The Internet

What do you mean you don't have a web site?



Use the Internet Wisely

"If you build it, will they come?"

● ● ● | **Focus on
Adult Learner
Recruitment**



● ● ● | **Focus Group Findings...**

~~“Literacy”~~

● ● ● | **Focus Group Findings...**

“Reading”

Tulare Public Library Literacy Services

Oceanside Public Library Literacy Services

Riverside Public Library Literacy Services



Focus Group Findings...

How do adult learners hear about us?

- Friend/Personal Referral
- Family member
- School
- Social service agency
- Radio
- TV
- Children's library
- Work



Focus Group Findings...

What appealed to adult learners?

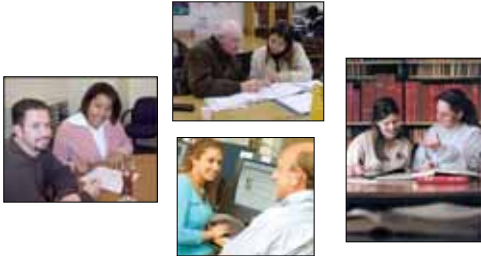
- Relationship based
- We're nice
- It's FREE!



Relationship-based learning...



● ● ● | Relationship-based learning...





PROJECT READ
People Helping People To Read

San Francisco Public Library Literacy Services

● ● ● | “Expose” the process...

- **Step # 1: Call us**
- **Step # 2: Meet with our staff**
- **Step # 3: Meet with your tutor**

● ● ● | **Focus Group Findings...**

- **It's FREE!**

● ● ● | **Volunteers &
Other Ambassadors**



● ● ● | **Focus Group Findings...**
How do tutors hear about us?

- Newspaper
- Library
- Friend
- Church
- Club
- Guide to Volunteer Activities
- T.V.
- On-line
- Outdoor sign/banner

● ● ● | **Volunteer Recruitment**

- “Changing Your Life”
- “Changing Someone Else’s Life”
- Testimonials
- Promoting Your Waiting List
- Volunteer Recruitment Contest

● ● ● | **Ambassadors**

Equipping the Partners!
Things to Do....

● ● ● | **Preparing Ambassadors**

- Be scripted and script others
- Be equipped and equip others
- Be collaborative
- Keep it simple

● ● ● | **More for Ambassadors**

- Share success stories.
- Follow up and have others follow up too
- Leave literature and cards
- Be persistent and creative

● ● ● | **Ambassadors III**

- Listen
- Be enthusiastic. Be sure that others are too.
- Give people something to do
- Share leadership/Give ownership
- Ask for advice

● ● ● | **Ambassadors IV**

- Be as important as anyone else in the room
- Talk to service club members
- Use flyers and mini-posters
- Keep "Thank You" cards handy and acknowledge birthdays
- Attend other people's events



Ambassadors V

- Hand out business cards
- Literacy is not the story
- Use e-mail/create listservs
- Make it easy to sign up
- Be accessible and offer to help with everything



Ambassador VI

- Engage families
- Minimize or address obstacles, real or imagined
- Build success into everything
- Water the trees
- Pizza